

## ORDER



**Orders**  
**Order / Rev:** 703629 - 1  
**Alt Order #:** 06258784  
**Product Desc:** RNC-ROMNEY  
**Estimate:** 300  
**Flight Dates:** 08/01/12 - 08/07/12  
**Original Date / Rev:** 07/31/12 / 08/09/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney, M/ RNC  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	55	\$46,760.00	\$39,746.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$46,760.00	\$39,746.00	0.00
<b>Totals</b>	<b>55</b>	<b>\$46,760.00</b>	<b>\$39,746.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/01/12	08/03/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$975.00		0.00			
2	WTSP	08/06/12	08/07/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$975.00		0.00			
3	WTSP	08/01/12	08/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	2	\$875.00	P-3	0.00	NM	2	\$1,750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$875.00		0.00			
4	WTSP	08/06/12	08/07/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	2	\$875.00	P-3	0.00	NM	2	\$1,750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$875.00		0.00			
5	WTSP	08/01/12	08/03/12	M-F 2-3p The Talk	CM	2-3p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$700.00		0.00			

Order / Rev: 703629 - 1  
 Alt Order #: 06258784  
 Flight Dates: 08/01/12 - 08/07/12

Advertiser: Romney, M/ RNC  
 Product Desc: RNC-ROMNEY  
 Estimate: 300

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	08/06/12	08/07/12	M-F 2-3p The Talk	CM	2-3p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$700.00		0.00						
7	WTSP	08/06/12	08/07/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$700.00		0.00						
8	WTSP	08/01/12	08/03/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	2		\$700.00		0.00						
9	WTSP	08/01/12	08/03/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	2		\$700.00		0.00						
10	WTSP	08/06/12	08/07/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$700.00		0.00						
11	WTSP	08/06/12	08/07/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$600.00		0.00						
12	WTSP	08/01/12	08/03/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	2		\$600.00		0.00						
13	WTSP	08/06/12	08/07/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$600.00		0.00						
14	WTSP	08/01/12	08/03/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	4		\$600.00		0.00						
15	WTSP	08/06/12	08/07/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	2	\$675.00	P-3	0.00	NM	2	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	MT-----	2		\$675.00		0.00						
16	WTSP	08/01/12	08/03/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	2	\$675.00	P-3	0.00	NM	2	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	2		\$675.00		0.00						
17	WTSP	08/01/12	08/03/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--WTF--	2		\$900.00		0.00						
18	WTSP	08/06/12	08/07/12		CM	7-730p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00

Order / Rev: 703629 - 1  
 Alt Order #: 06258784  
 Flight Dates: 08/01/12 - 08/07/12

Advertiser: Romney, M/ RNC  
 Product Desc: RNC-ROMNEY  
 Estimate: 300  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-730p Inside Edition														
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----				2	\$900.00		0.00			
19	WTSP	08/06/12	08/07/12	730-8p Millionaire	CM	730-8p MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----				2	\$900.00		0.00			
20	WTSP	08/01/12	08/03/12	730-8p Millionaire	CM	730-8p --WTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	--WTF--				2	\$900.00		0.00			
21	WTSP	08/06/12	08/07/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----				2	\$1,800.00		0.00			
22	WTSP	08/01/12	08/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p --WTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	--WTF--				2	\$1,800.00		0.00			
23	WTSP	08/01/12	08/03/12	Letterman Late Night with David Letterman	CM	1135p-1237a --WTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	--WTF--				2	\$850.00		0.00			
24	WTSP	08/06/12	08/07/12	Letterman Late Night with David Letterman	CM	1135p-1237a MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----				2	\$850.00		0.00			
25	WTSP	08/04/12	08/04/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a -----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	-----S-				1	\$120.00		0.00			
26	WTSP	08/04/12	08/04/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a -----S-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	-----S-				1	\$240.00		0.00			
27	WTSP	08/04/12	08/04/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p -----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	-----S-				1	\$1,200.00		0.00			
28	WTSP	08/05/12	08/05/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a -----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	-----S				1	\$1,200.00		0.00			
29	WTSP	08/05/12	08/05/12	Face the Nation Face the Nation	CM	Sun 1030-1130a -----S	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	08/05/12	-----S				1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	07/30/12-08/05/12		Face the Nation	Sun 1030-1130a		-----Su	:30	<del>(\$1,200.00)</del>		0.00	NM		
Credited														
30	WTSP	08/05/12	08/05/12	LN (Su) Late News (Su)	CM	Su 11-1135p -----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00

